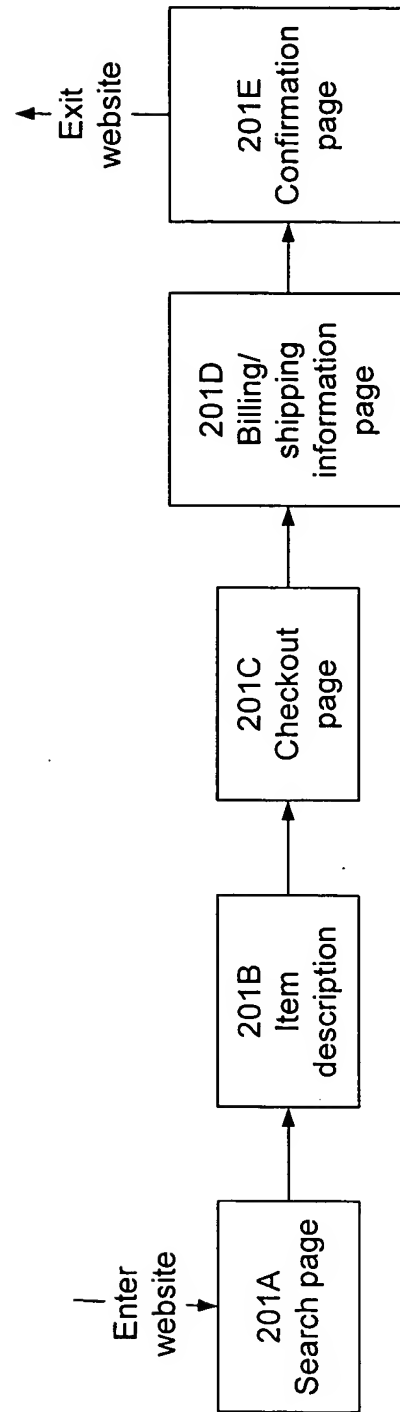


FIG. 1



**FIG. 2**

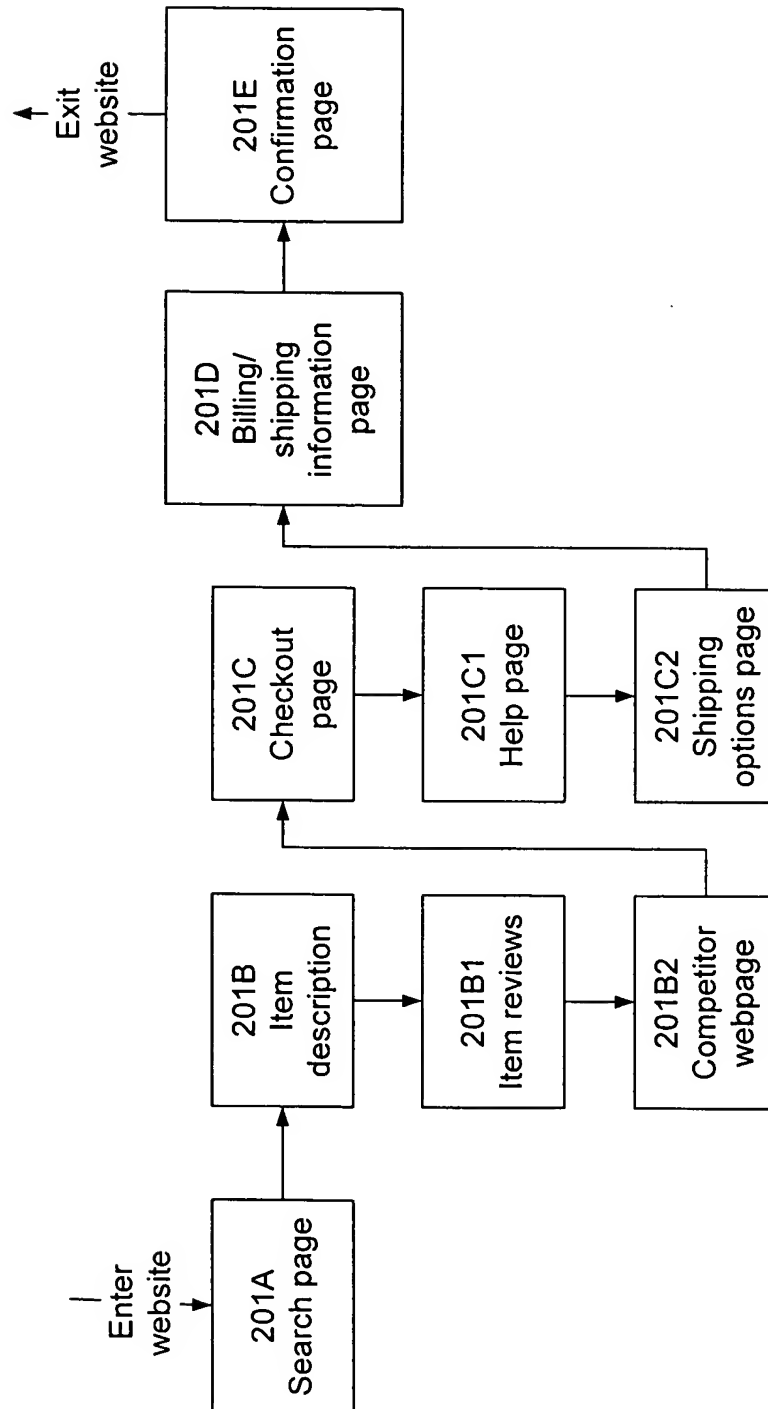


FIG. 3

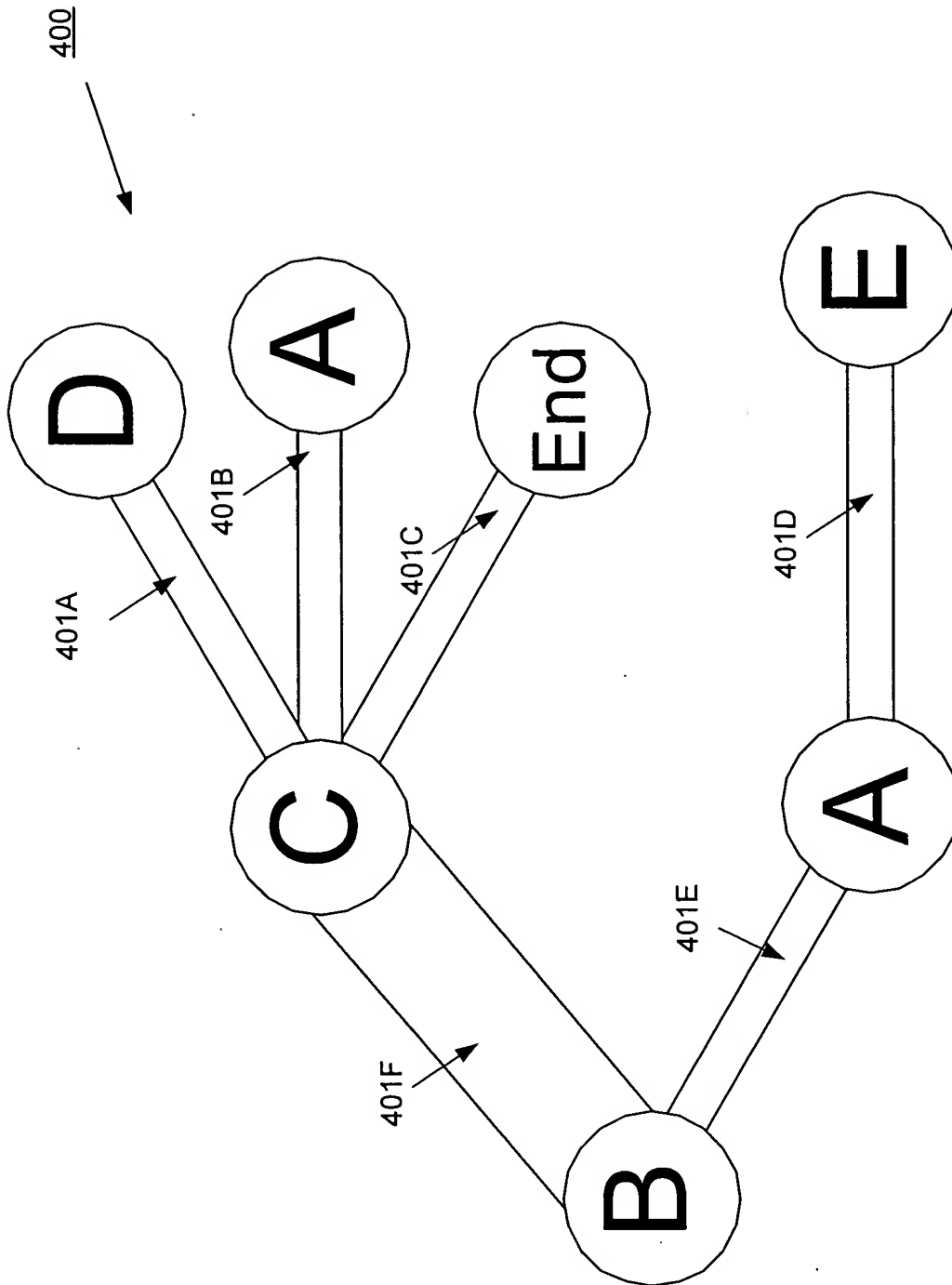


FIG. 4

# Next Page Flow Report

Reporting Date: May 2003  
 Filter: All Paths

Selected Page: Homepage  
 2nd level branches: 5  
 3rd level branches: 5

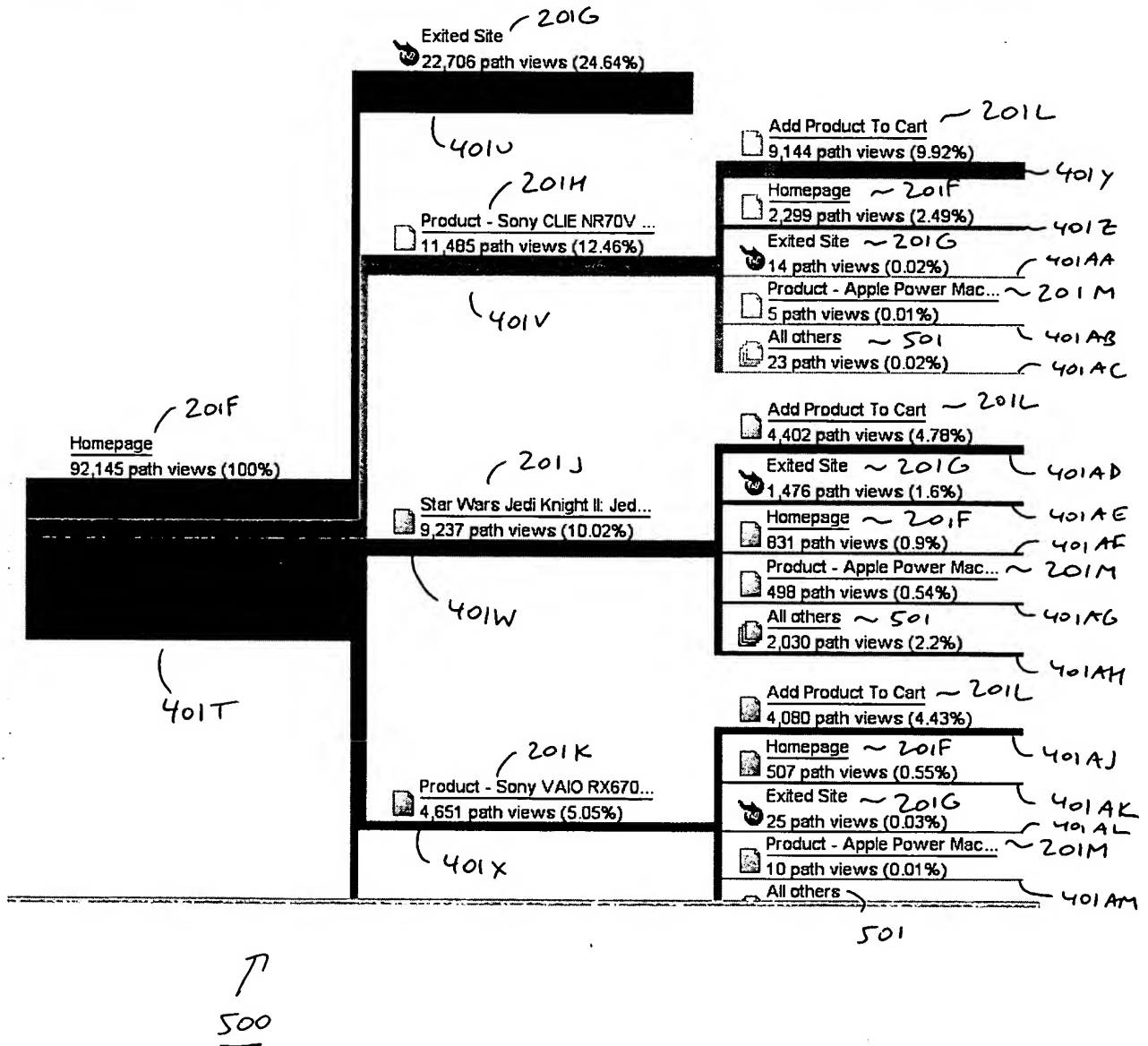
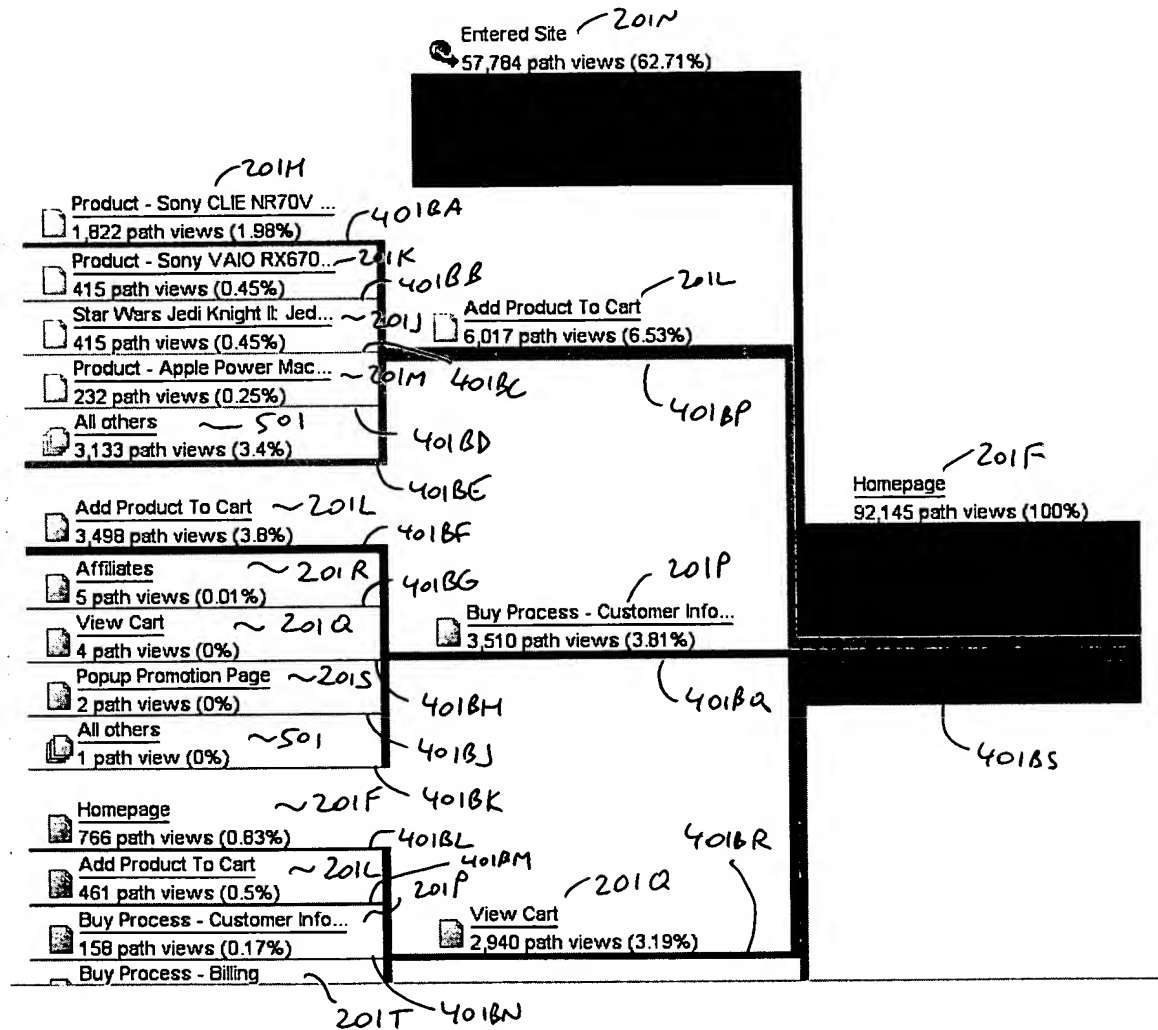
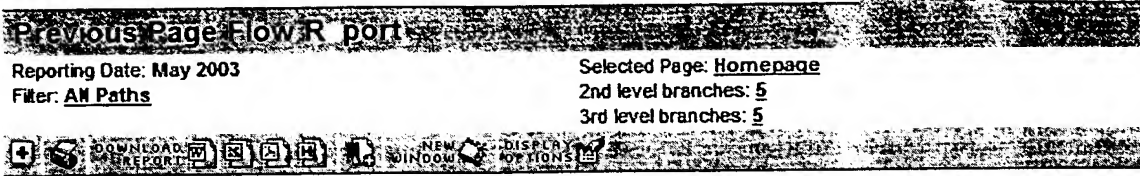


FIG. 5



7  
600

FIG. 6

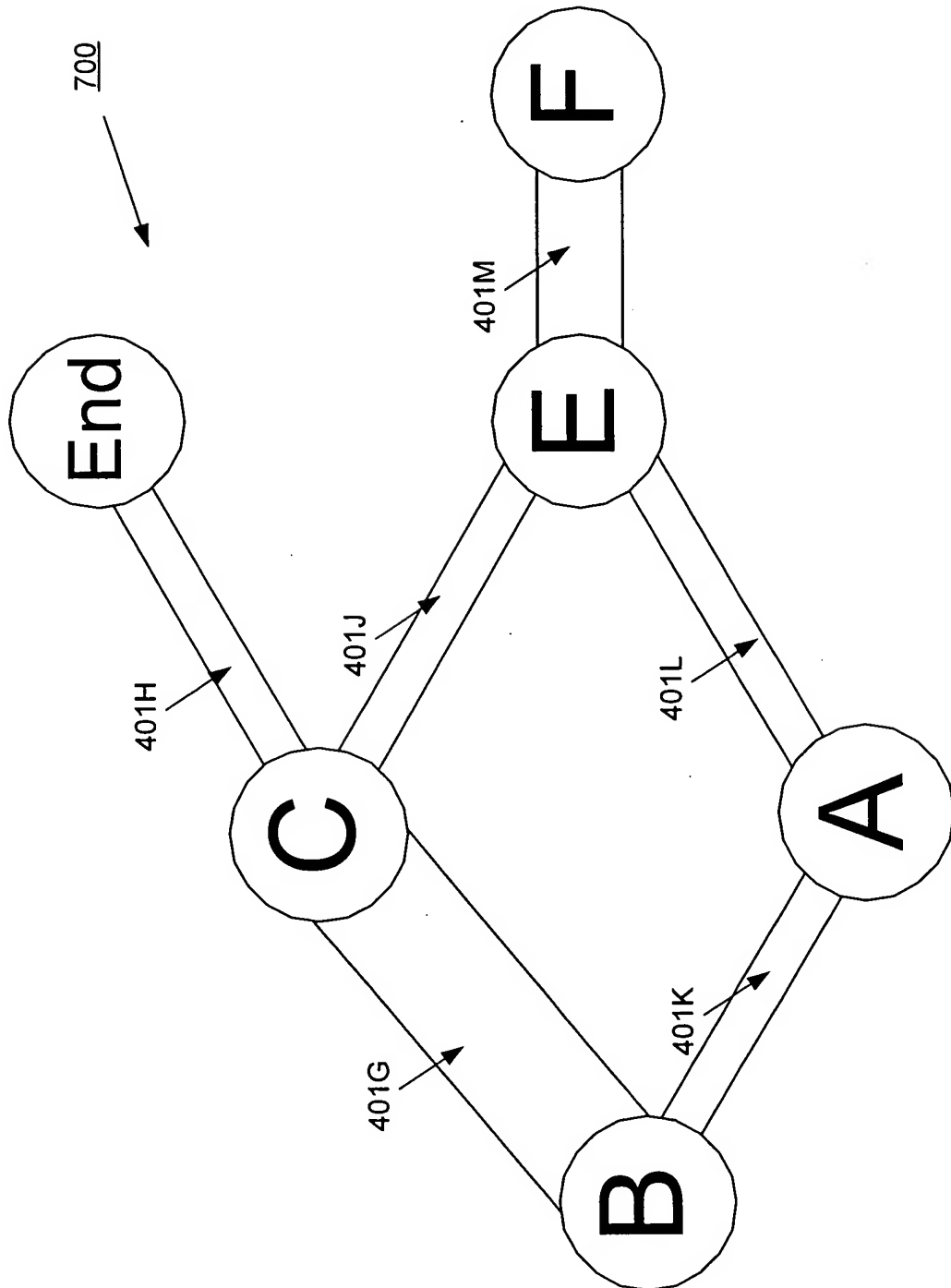


FIG. 7

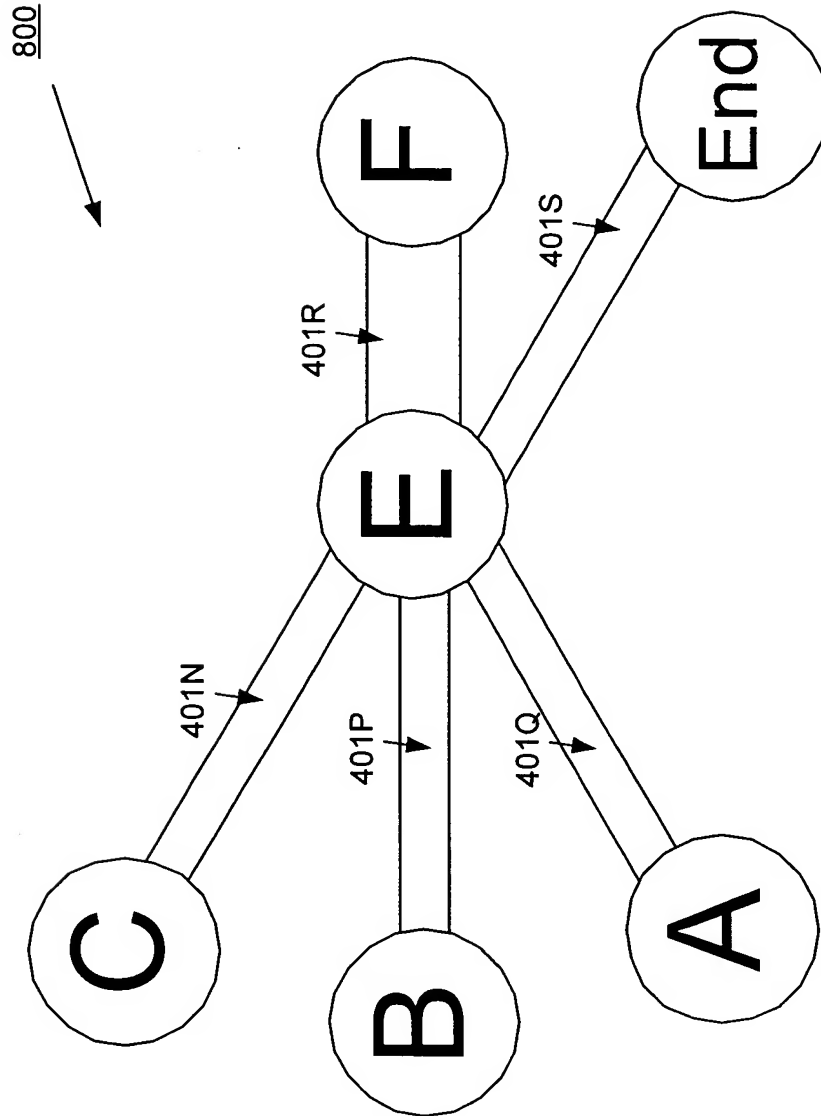


FIG. 8





FIG. 9A

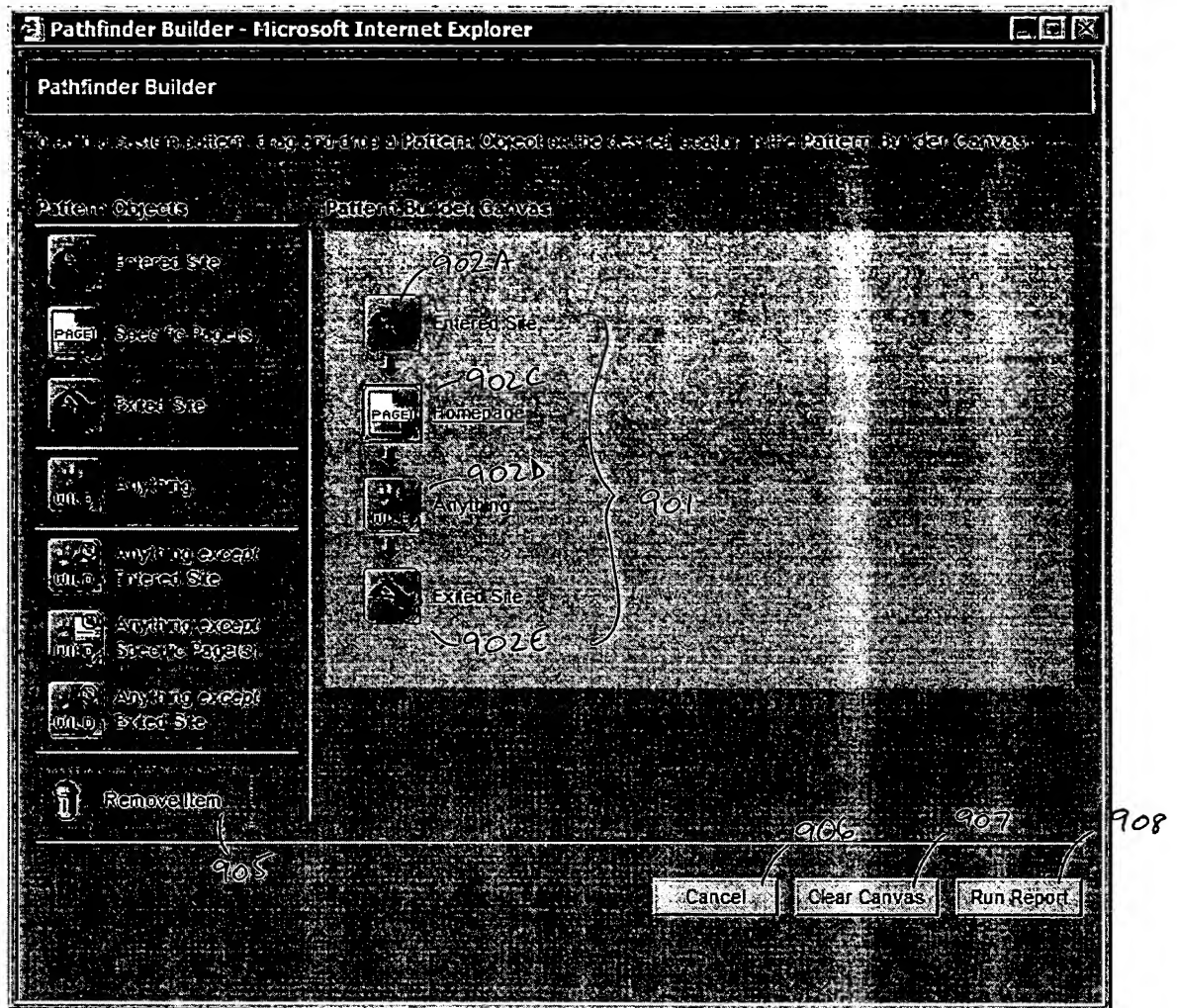


FIG. 9B

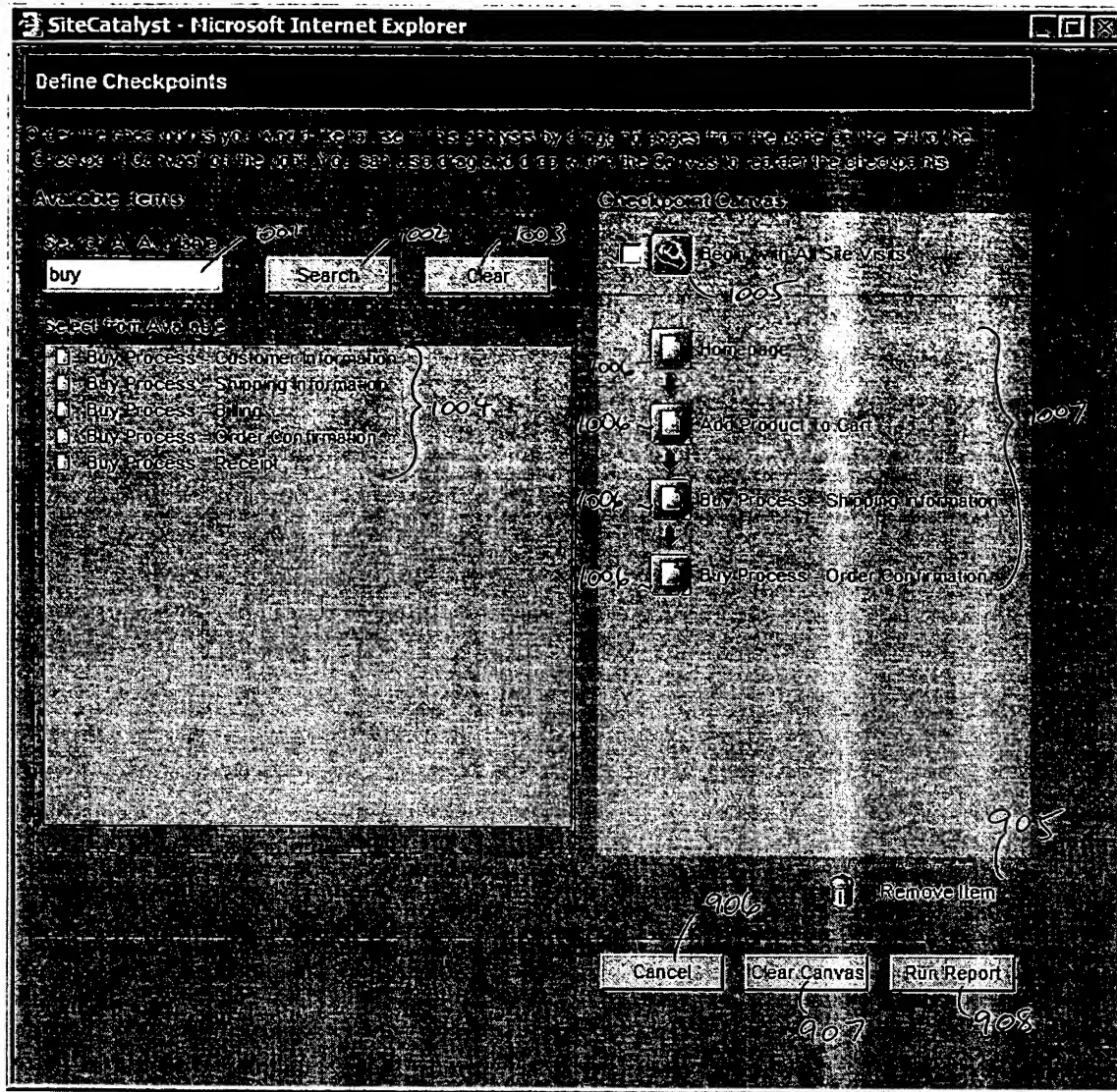
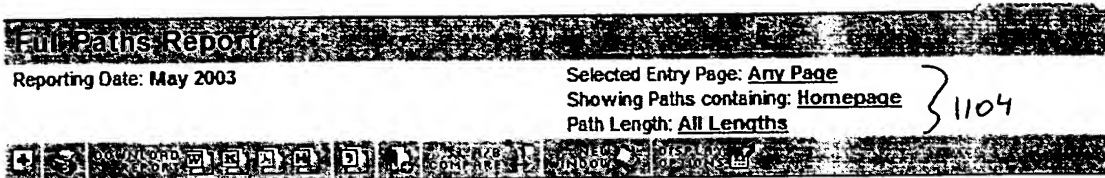
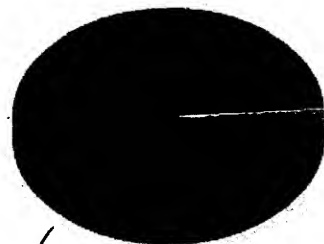


FIG. 10



Graph



1101 May 2003

Site Paths

- 20.6% Path 1
- 1.3% Path 2
- 1.1% Path 3
- 1.0% Path 4
- 1.0% Path 5
- 60.9% All Other Site Paths

1103

Graph Generated by SiteCatalyst at 12:08 AM WEDT, 4 Jun 2003

Details

	Site Path	Visits	Search %	%
1.	Entered Site Homepage Exited Site	15,207	24.0%	20.6%
2.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Exited Site	990	1.6%	1.3%
3.	Entered Site Homepage Product - Sony CLIE NR70V Handheld Add Product To Cart Buy Process - Customer Information Buy Process - Shipping Information Exited Site	840	1.3%	1.1%
4.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Add Product To Cart	742	1.2%	1.0%

1102

1100

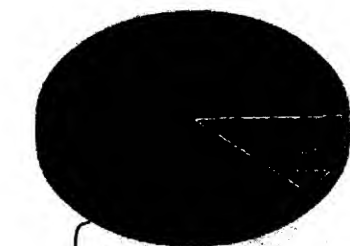
FIG. 11

**Next Page Report**

Reporting Date: May 2003 Selected Page: Homepage 1104

Search: GO | advanced

Graph



1101

May 2003

Next Pages

- 24.6% Exited Site
- 12.5% Product - Sony CLIE NR70V Handhe...
- 10.0% Star Wars Jedi Knight II: Jedi Outcast
- 5.0% Product - Sony VAIO RX670 Minitor...
- 2.6% Product - Logitech Cordless MouseM...
- 45.2% All Other Next Pages

1103

Graph Generated by SiteCatalyst at 12:07 AM WEDT, 4 Jun 2003

Details

	Next Page	Instances	%
1.	<u>Exited Site</u>	22,706	24.6%
2.	<u>Product - Sony CLIE NR70V Handheld</u>	11,485	12.5%
3.	<u>Star Wars Jedi Knight II: Jedi Outcast</u>	9,237	10.0%
4.	<u>Product - Sony VAIO RX670 Minitor...</u>	4,651	5.0%
5.	<u>Product - Logitech Cordless MouseMan Optical</u>	2,379	2.6%
6.	<u>Dungeon Siege with T-shirt</u>	2,021	2.2%
7.	<u>Product - Microsoft Wheel Mouse Optical</u>	1,891	2.1%
8.	<u>Product - Belkin CD Jewel Cases (10 Pack)</u>	1,880	2.0%
9.	<u>Product - Fellowes Nesto CD/DVD Labeler Kit</u>	1,765	1.9%
10.	<u>Product - Logitech WingMan Formula Force Feedback GP Racing Wheel</u>	1,468	1.6%
11.	<u>Palm, Inc. Palm m515 Handheld</u>	1,267	1.4%
12.	<u>Medal of Honor Frontline by Electronic Arts</u>	1,249	1.4%
13.	<u>Popup Promotion Page</u>	1,199	1.3%
14.	<u>Fight Simulator 2002 by Microsoft</u>	1,192	1.3%
15.	<u>Affiliates</u>	1,110	1.2%
16.	<u>View Cart</u>	1,063	1.2%
17.	<u>Fuji FinePix Digital Still Camera 1300</u>	1,055	1.1%
18.	<u>Command &amp; Conquer: Renegade by Electronic Arts</u>	1,022	1.1%

1102

1200

FIG. 12

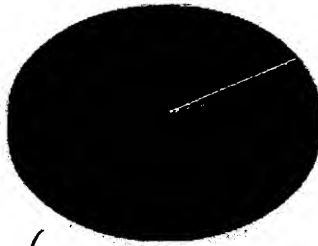
## Pathfinder Report

Reporting Date: May 2003

Filter Options: Edit Filter



## Graph



1101

May 2003

## Site Paths

- 16.4% Path 1
- 3.9% Path 2
- 3.7% Path 3
- 3.2% Path 4
- 3.1% Path 5
- 69.6% All Other Site Paths

1103

Graph Generated by SiteCatalyst at 12:09 AM WEDT, 4 Jun 2003

## Details

	Site Path	Path Views	
1.	Entered Site Homepage Star Wars Jedi Knight II: Jedi Outcast Exited Site	990	16.4%
2.	Entered Site Homepage Product - Logitech Cordless MouseMan Optical Exited Site	237	3.9%
3.	Entered Site Homepage Dungeon Siege with T-shirt Exited Site	223	3.7%
4.	Entered Site Homepage Product - Microsoft Wheel Mouse Optical Exited Site	195	3.2%
5.	Entered Site Homepage Exited Site	189	3.1%

1102

↑

1300

FIG. 13

# Fall-out Report

Reporting Date: May 2003 Process: [Edit Checkpoints](#)

## Checkpoint Analysis

	Visits	Process
1.	63,321 100.0%	Homepage 52% Continued 48% Lost
2.	33,238 52.5%	Add Product To Cart 42% Continued 58% Lost
3.	13,927 22.0%	Buy Process - Shipping Information 22% Continued 78% Lost
4.	3,072 4.9%	Buy Process - Order Confirmation
Total Conversion = 3,072 (4.9%)		Total Fall-out = 60,249 (95.1%)

## Conversion and Fall-out Summary

### Conversion % Summary

1. Homepage	52%
2. Add Product To Cart	42%
3. Buy Process - Shipping Information	22%
4. Buy Process - Order Confirmation	

### Fall-out % Summary

1. Homepage	48%
2. Add Product To Cart	58%
3. Buy Process - Shipping Information	78%
4. Buy Process - Order Confirmation	

FIG. 14A



# Fall-out Report

Reporting Date: May 2003 Process: Edit Checkpoints

## Checkpoint Analysis

Visits	Process
1. 63,321 100.0%	<div> <div>See more details for this Page: <input checked="" type="checkbox"/></div> <div> <div>Open URL in new window 1408</div> <div>Site Traffic ~1408</div> <div>Finding Methods ~1408</div> <div>Pages :</div> <div>Complete Paths</div> <div>Advanced Analysis</div> <div>(Rename Page) 1406</div> </div> </div>
2. 33,238 52.5%	<div> <div>48% Lost</div> </div>
3. 13,927 22.0%	<div> <div>1407</div> <div>Previous Page ~1408</div> <div>Next Page ~1408</div> <div>Previous Page Flow ~1408</div> <div>Next Page Flow ~1408</div> </div>
4. 3,072 4.9%	Buy Process - Order Confirmation
Total Conversion = 3,072 (4.9%) Total Fall-out = 60,249 (95.1%)	

## Conversion and Fall-out Summary

### Conversion % Summary

1. Homepage	
↓	52%
2. Add Product To Cart	
↓	42%
3. Buy Process - Shipping Information	
↓	22%
4. Buy Process - Order Confirmation	

### Fall-out % Summary

1. Homepage	
↓	48%
2. Add Product To Cart	
↓	58%
3. Buy Process - Shipping Information	
↓	78%
4. Buy Process - Order Confirmation	

1403

1404

71  
1400

FIG. 14B



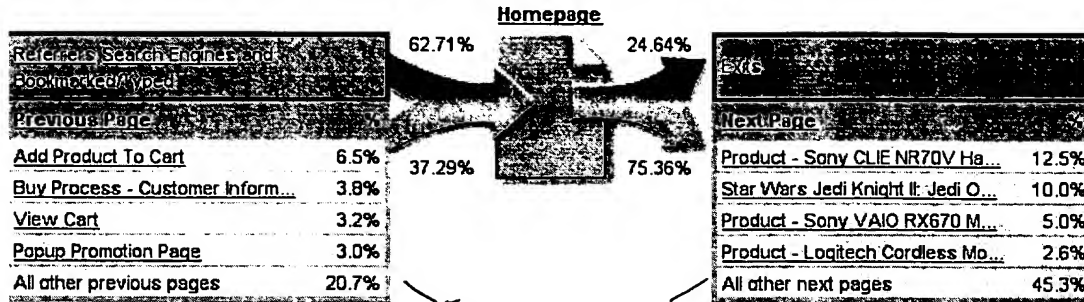
## Page Summary Report

Reporting Date: May 2003

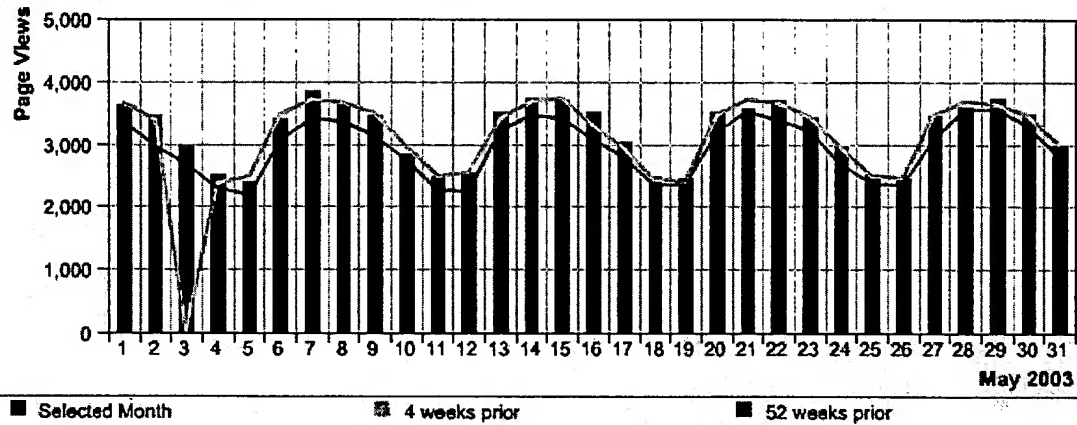
Selected Page: Homepage



### Navigation



### Graph



Graph Generated by SiteCatalyst at 12:05 AM WEDT, 4 Jun 2003

### Page Metrics

1. Total Page Views during this reporting period	99,138 Page Views
2. Percentage of all page views	27.9%
3. Visits where this was an Entry Page	57,784 Visits
4. Visits where this was an Exit Page	22,706 Visits

1504

71  
 1500

FIG. 15

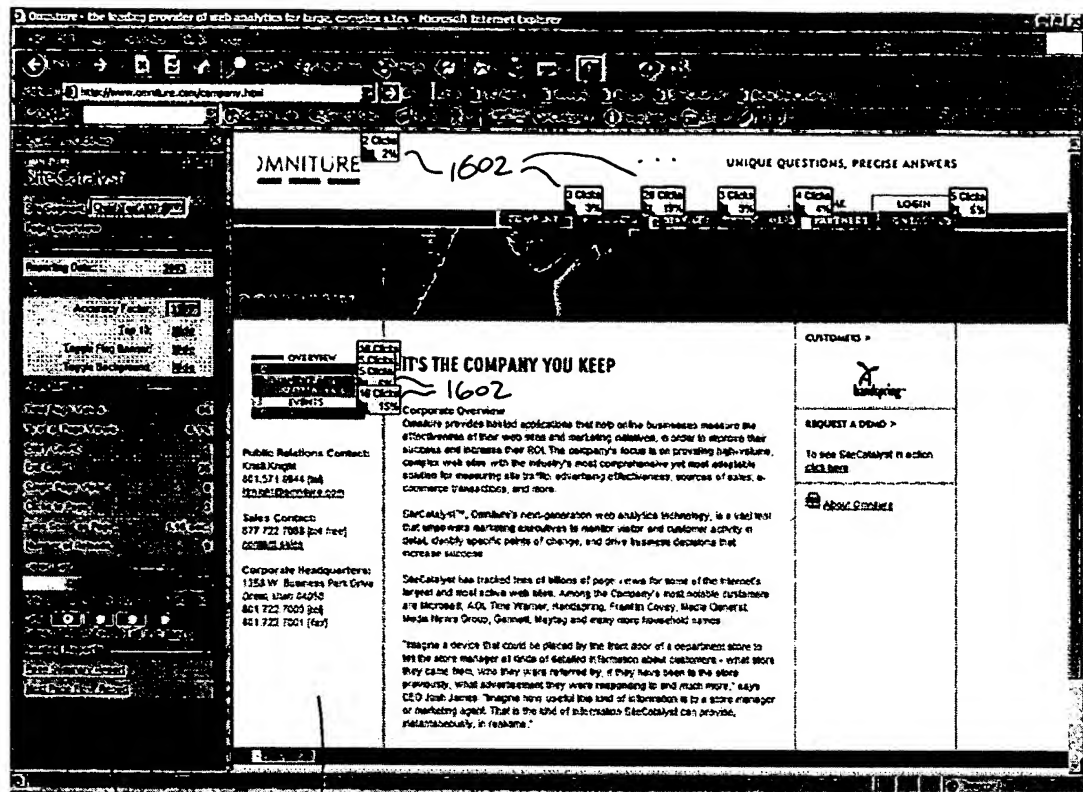


FIG. 16